

CHAPTER I

INTRODUCTION

A. Background of the Study

With respect to use of English in producing and communicating many kinds of information, the effort to get those information easier can be done by subtitling the spoken in to the writer. Through subtitling, it will be easier for viewer to understand the content of the information given in English, especially for those who do not master English well.

Considering the function of subtitling in conveying certain information to the readers, it can be seen that subtitling is not an easy task because it deals with transferring thought and ideal from one language to another. These thought and ideas have to be conveyed accurately so that the contents of the message or information are understandable for the target readers. That is why the important thing for a subtitler is to find the best way to make his subtitling accurate, acceptable, and readable.

Another thing which makes subtitling becomes a complex task because subtitling always involves two languages, the source and the target languages, which must have so many differences. The most possible thing found in two different languages is the difference of system. The different linguistic system can cause some problems for a subtitler. The problems faced by subtitler in subtitling process can eventually cause the inaccurate, unacceptable or unreadable subtitling.

Now days, there are many west film released in Indonesia. Most of them of course using English language, because English as an international language used by all of country in the world. English as a foreign language is not only other nations but also we can learn and understand subtitling on the meaning form subtitling on the meaning from subtitling. One of the movies is entitled *Ice Age: Dawn of Dinosaurs*.

For example:

SL : *What I tell you kid?*

It's happening

TL : *Ibu bilang apa tadi, anak-anak?*

Sekarang

In the above example, the subtitler translates the direct speech sentence form SL (Source Language) to TL (Target Language). Where in this case the SL is English language and the TL is Indonesian language. Considering the content of the message in the SL, the meaning of the message conveyed in the TL does not deviate from the source meaning.

Based on the example above, the researcher is interested in studying the subtitling of direct speech in *Ice Age: Dawn of Dinosaurs* movie. Therefore, he conducts a research entitled *Subtitling Strategies and Accuracy of Elements within Direct Speech of Subtitling in Ice Age: Dawn of Dinosaurs Movie*.

B. Previous Study

In this research the writer uses such pervious research to guide this research. The first research is done by Sangsongko (UNDIP, 2006), who conducted research entitled *An Analysis of the Quote of the Direct Speech in Bilingual Book “in Control, Ms. Wiz?”* by Terence Blacker. In this research, Sangsongko focuses on analysis of the quote of direct speech in bilingual book and finds 6 classification in the ways of how the quotes of direct speech are translated in Children Book “In Control, Ms. Wiz?” and translation book “Semua Terkendali, Nn. Wiz?” They are Addition, Subtraction, Alteration, Addition and Subtraction, Addition and Alteration, Subtraction and Alteration. Besides he also finds that there are some factors which are causing the adjustment, they are permitting adjustment of the forms of the message to the requirement of the structure of the receptor language. Producing semantically equivalent structure, providing equivalent stylist, Carrying an equivalent communication load, and Providing equivalent stylist appropriateness and carrying and equivalent communication load.

Kusumaningtyas (UMS, 2005) did her research, entitled *Translation Analysis of the Direct Speech Sentences in Harry Potter and Sorcerer’s Stone and Their translation in Harry Potter dan Batu Bertuah*. She focuses on the analysis of the kind of adjustment used by the translator and accuracy message of translation in direct speech sentences in *Harry Potter and Sorcerer’s Stone*. She finds that there are some kinds of adjustment used by translator in *Harry Potter and Sorcerer’s Stone* and its translation “*Harry*

Potter dan Batu Bretuah”. They are filling out elliptical ellipsis, obligatory, specification, implicit to explicit status, subtraction of repetitions, subtraction specification of reference, subtraction of categories, alteration of categories, alteration of word classes, alteration of order, alteration of semantic problem involving single word, alteration of semantic problem involving exocentric expression. She also finds the number of accuracy in subtitling result.

The similarity of the research done by the writer with the previous researchers is dealing with the translation. Besides, the researcher focuses on analysis the direct speech as the object of the study.

The differences of the researcher done by the writer from the previous researcher is concerning with the source of data. The writer takes the data from the movie in which in spoken form. While, the both previous researchers take the data from the book, it is a written form.

C. Problem Statement

Based on the background above the problems are as follows.

1. What are the strategies of subtitling of elements within direct-speech sentences in *Ice Age: Dawn of Dinosaurs* Movie?
2. How is the accuracy of the elements within direct speech subtitling in Indonesian?

D. Objective of the Study

The objectives of the study are as follows.

1. To identify the strategies of subtitling of elements within direct-speech sentences in *Ice Age: Dawn of Dinosaurs* Movie.
2. To describes the accuracy of the elements within direct speech subtitling.

E. Limitation of Study

In this research, the writer only focuses on describing the subtitling of the elements within direct-speech sentences and the accuracy of those elements within direct-speech subtitling in *Ice Age: Dawn of Dinosaurs* movie. In order to make the analyzing is not deviate out from the line.

F. Benefit of the Study

1. Theoretically Benefit
 - a. This research gives further understanding related with interpreting study particularly.
 - b. This research can be used as additional reference for further research, especially in dealing with subtitling.

2. Practically Benefit

- a. This research gives more understanding to the viewer about subtitling process used in a movie.
- b. This research gives more information to the reader about direct speech on subtitling process.

G. Research Paper Organization

Chapter I is introduction. It consists of background of study, previous study, limitation of the study, problem statement, objective of the study, and benefit of the study. Chapter II is underlying theory. It delivers notion of interpreting, notion of subtitling, notion of direct speech, conceptual framework of subtitling. Chapter III is research method. It presents type of research, object of the study, source data and data, method of data collection, technique of data analysis. Chapter IV is research finding and discussion. It discovers data analysis, discussion of the finding. Chapter V draws conclusion and suggestion.